

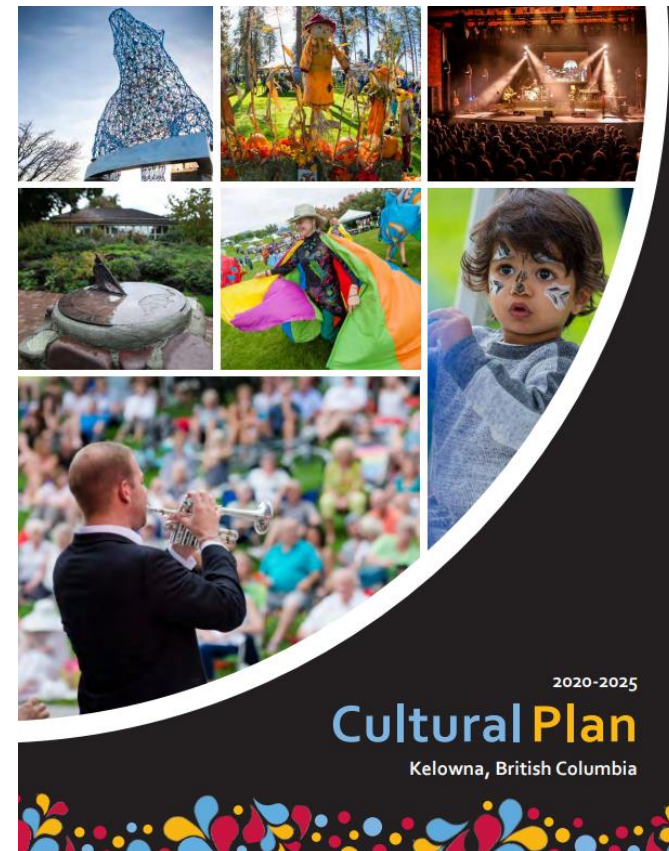
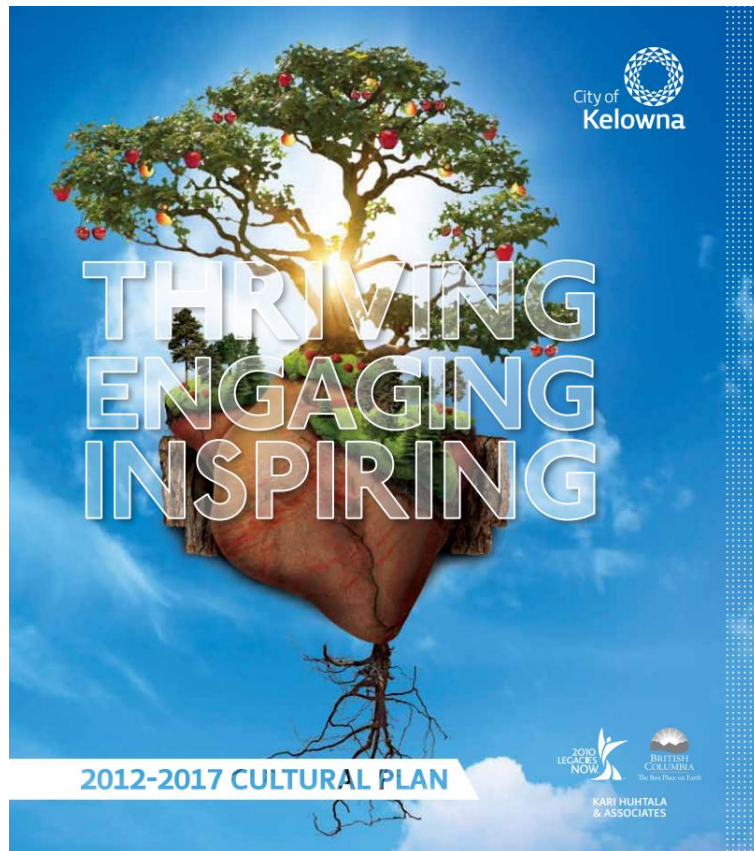


Cultural Plan Development Process

Christine McWillis

July 21, 2025

Past Cultural Plans



Phase 1: Project Initiation and Pre-Planning

Goals: Ensure clarity of roles and activities, confirm engagement activities, participants and project timelines.

Timeline: Spring/ Summer 2025

Phase 2: Background Research and Review

Goals: Landscape review, scorecard development, cultural mapping and development of engagement materials.

Timeline: Summer 2025



Phase 3: Public Engagement and Data Collection, Interest Holder Engagement

Goals: Inform the community of the process and participation opportunities, gather detailed insights to validate understanding and opportunities in the sector, encourage visionary thinking, provide engagement opportunities.

Timeline: Fall 2025

Release of 2025 Economic Impact Assessment Report

Phase 4: Plan Development and Content Creation

Goals: Engagement data analysis and synthesis and initial draft of Cultural Plan and Implementation Roadmap.

Timeline: Winter 2025–2026

Release of 2020-2025 Cultural Plan Final Report Card



Phase 5: Review and Refinement

Goals: Validate vision, priorities and recommendations with interest holders. Update the vision, priorities and recommendations for the Draft Plan and Implementation Strategy.

Timeline: Spring 2026

Phase 6: Reporting, Documentation and Implementation Support

Goals: Ensure the community is thoroughly informed about the finalized Cultural Plan and actively begin the implementation process, providing clear guidance on next steps and actions for both City staff and interest holders.

Timeline: Summer–Fall 2026



Interest Holders and Ecosystem Approach

Individual artists
and collectives

Equity deserving
groups

Heritage
organizations

Business
improvement
areas and tourism

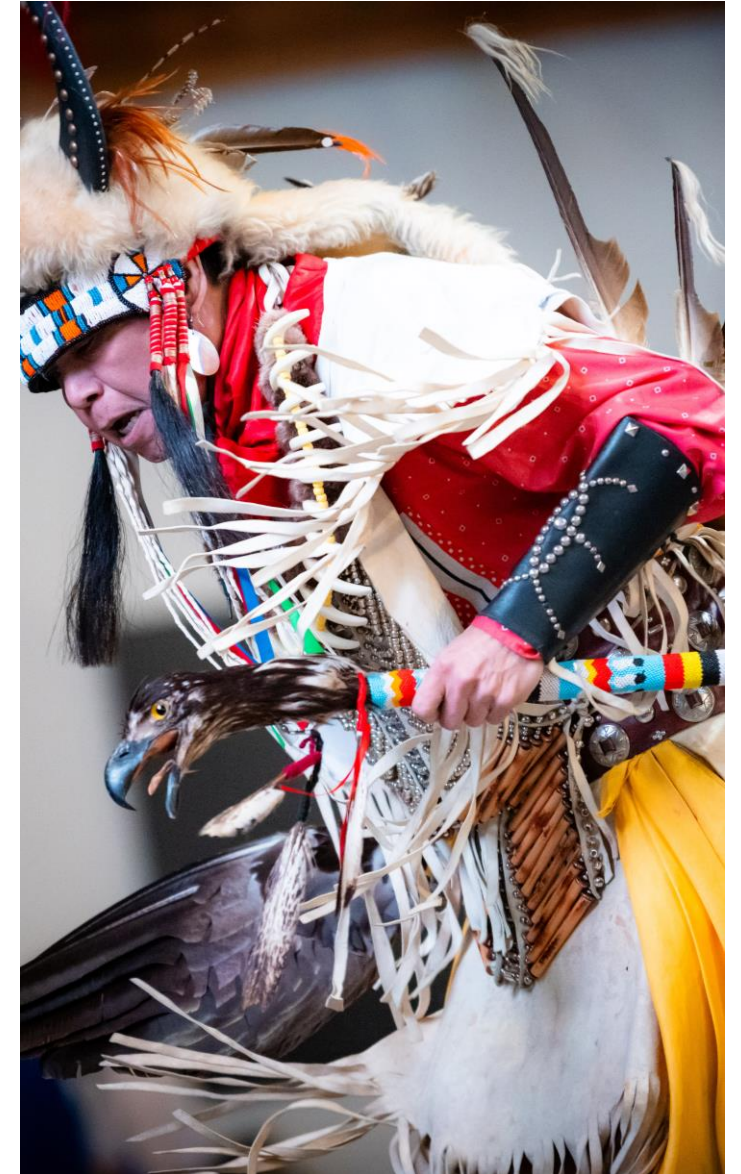
Economic
development and
social wellness
sectors

Cultural diversity
and inclusion
groups

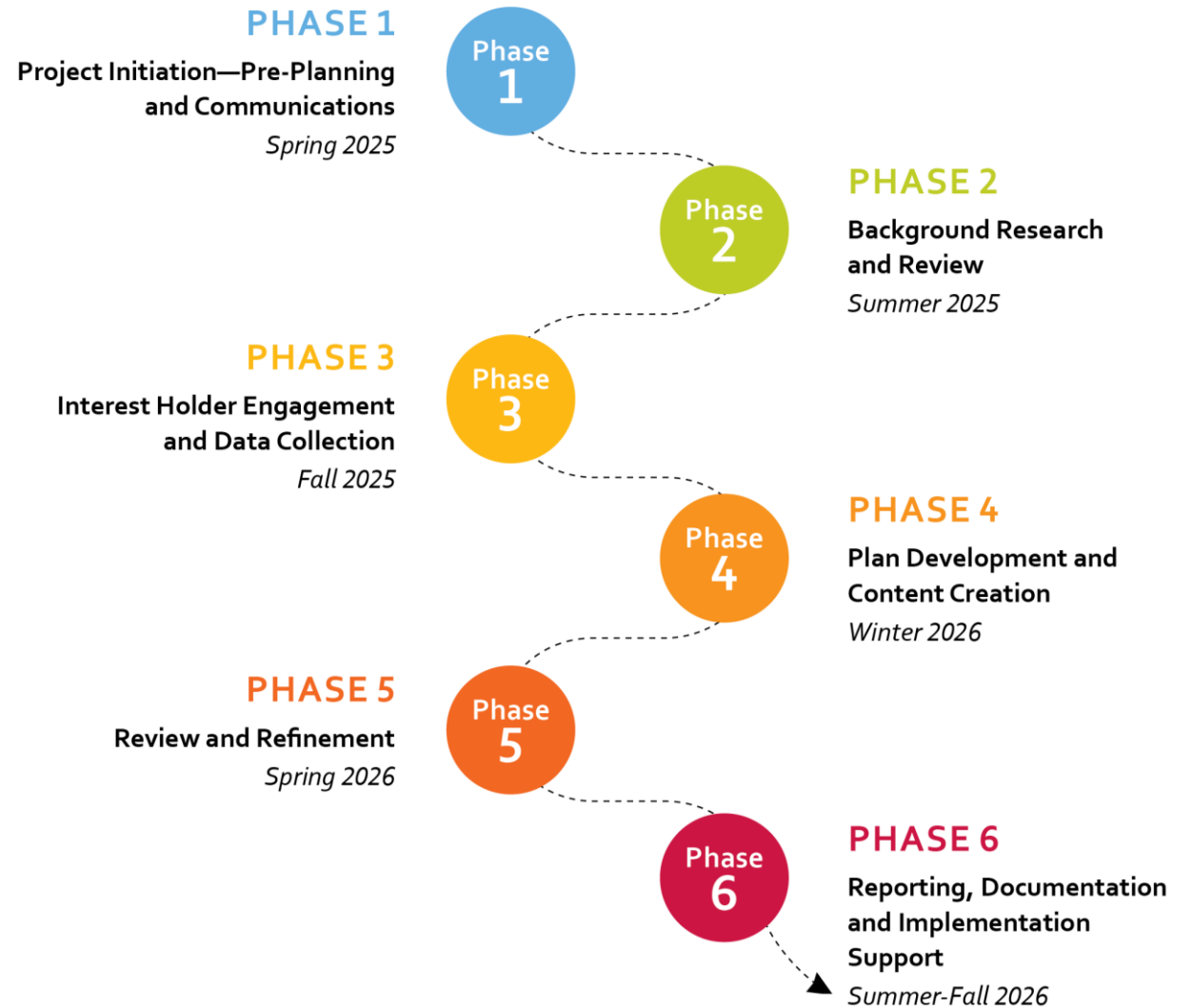
Environmental and
recreation
partners

Internal Working
Group of impacted
departments

A Community
Working Group of
18–22
participants



Timeline



Questions?

